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**International Livestock Congress-USA 2009, Global Beef –*Meating* the Demand  
January 13, 2009, Denver, Colorado**

Members of Colorado's livestock industry are invited to attend the third International Livestock Congress-USA, *Global Beef – Meating the Demand* on January 13, 2009, in Denver, Colorado, at the Renaissance Denver Hotel.

“With cash receipts totaling more than \$3 billion annually, Colorado's beef industry is the largest segment of this state's agriculture economy,” said Commissioner of Agriculture, John Stulp. “Understanding global trends and markets is more important now than ever, as buyers from around the world are coming to recognize that Colorado is a leading and reliable supplier of safe, high quality beef. By participating in the Congress, producers can gain unique insights into the trends that are sure to influence the industry going forward.”

Commissioner Stulp also notes that “according to export statistics for the first half of 2008, Colorado now ranks second among all states for exports of beef and beef variety meats.” Nearly \$250 million of beef exports originated from Colorado in the first half of 2008, with Colorado being the leading supplier to Canada, the second ranked supplier to Mexico and the third largest supplier to Japan. At a broader level, exports generate added value to the industry by enabling certain products and cuts to be sold at a premium to prices that might be received in the U.S., generating an estimated \$1 billion additional revenue to U.S. cattlemen annually.

“The National Western Stock Show, known as the world's premier livestock show, plays a pivotal role in showcasing the top breeds and the genetics desired to produce the type of cattle necessary to export a quality and safe beef product,” said Pat Grant, President and CEO. “Livestock sales during the 2008 National Western Stock Show generated nearly \$8 million, thus our desire to support and promote the International Livestock Congress-USA to Colorado's, and the nation's, livestock industry especially those interested in producing, marketing and selling in the global marketplace,” continued Grant.

The International Livestock Congress is produced and sponsored in part by the National Western Stock Show the National Cattlemen's Foundation and the International Stockmen's Educational Foundation (ISEF).

The 2007 and 2008 International Livestock Congresses attracted over 500 registrants from 25 states and seven foreign countries including Argentina, Australia, Brazil, Canada, Japan, Mexico and New Zealand. Attendees represented a broad section of the livestock industry encompassing feedlot operators and ranchers, corporations, breed and state livestock associations, state agriculture departments, universities and the media.

**Dr. Lowell Catlett**, world-renowned futurist will set the stage with his presentation on the **Globalization of the Beef Business**. This will be followed by a panel discussion, **Global Beef Market Drivers**, speakers representing the world's largest food retailers will outline the supply, demand and marketing strategies used to reach their customers. Confirmed speakers are Charlie Winters, Vice President Fresh Meat & Deli Operations, Costco Wholesale and Ramon Lozano, Director General, RYC Alimentos, Mexico, John Brook, Regional Director, Europe, Russia & Middle East, U.S. Meat Export Federation and Jack Allen, Professor Emeritus, Michigan State University.

The leadership luncheon speaker is Deborah Perkins, Executive Director, Food & Agribusiness Research and Advisory, Rabobank International.

Additional sessions will address critical issues facing today's livestock industry, including: **Complying with COOL**, Burton Eller, Senior Vice President Government Affairs, NCBA; **New Generation Growth Technologies – Where Do They Fit?** Moderated by Dr. Daryl Tatum, Professor of Animal Science, Colorado State University; **Places, to Save; Places to Spend at the Ranch**, Dr. John Paterson, Extension Beef Specialist, Montana State University, and the **State of Global Trade**, Dr. Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA. **Wrapping It All Together**, at the end of the day will be a fast and lively “point-counterpoint” discussion between two top beef industry analysts, Dr. Tom Field, Executive Director, Producer Education, National Cattlemen's Beef Association and Dr. John Paterson.

Two optional Pre-Congress tours are offered on Monday, January 12, 2009. Tour 1 will visit JBS Swift in Greeley, CO and Front Range Energy in Windsor, CO. Tour 2 will visit King Soopers case-ready processing plant and National Cattlemen's Beef Association headquarters for a new product demonstration and discussion on Pre- and post-harvest management practices.

The ILC-USA 2009 will be held at the Renaissance Denver Hotel, 3801 Quebec Street, 303-399-7500. A special room rate of \$87 has been secured for conference attendees who specify ILC-USA. The cost of registration is \$165 through December 12, and \$195 thereafter. Students may attend for \$100. Registration includes the conference, grounds admission to the National Western, and all January 13 activities, including a beef tasting experience. For schedule and registration information, visit [www.theisef.com](http://www.theisef.com) or call 303-777-5662.

For additional information visit the International page at [www.nationalwestern.com](http://www.nationalwestern.com) or visit the International Stockmen's Educational Foundation web site [www.theisef.com](http://www.theisef.com)